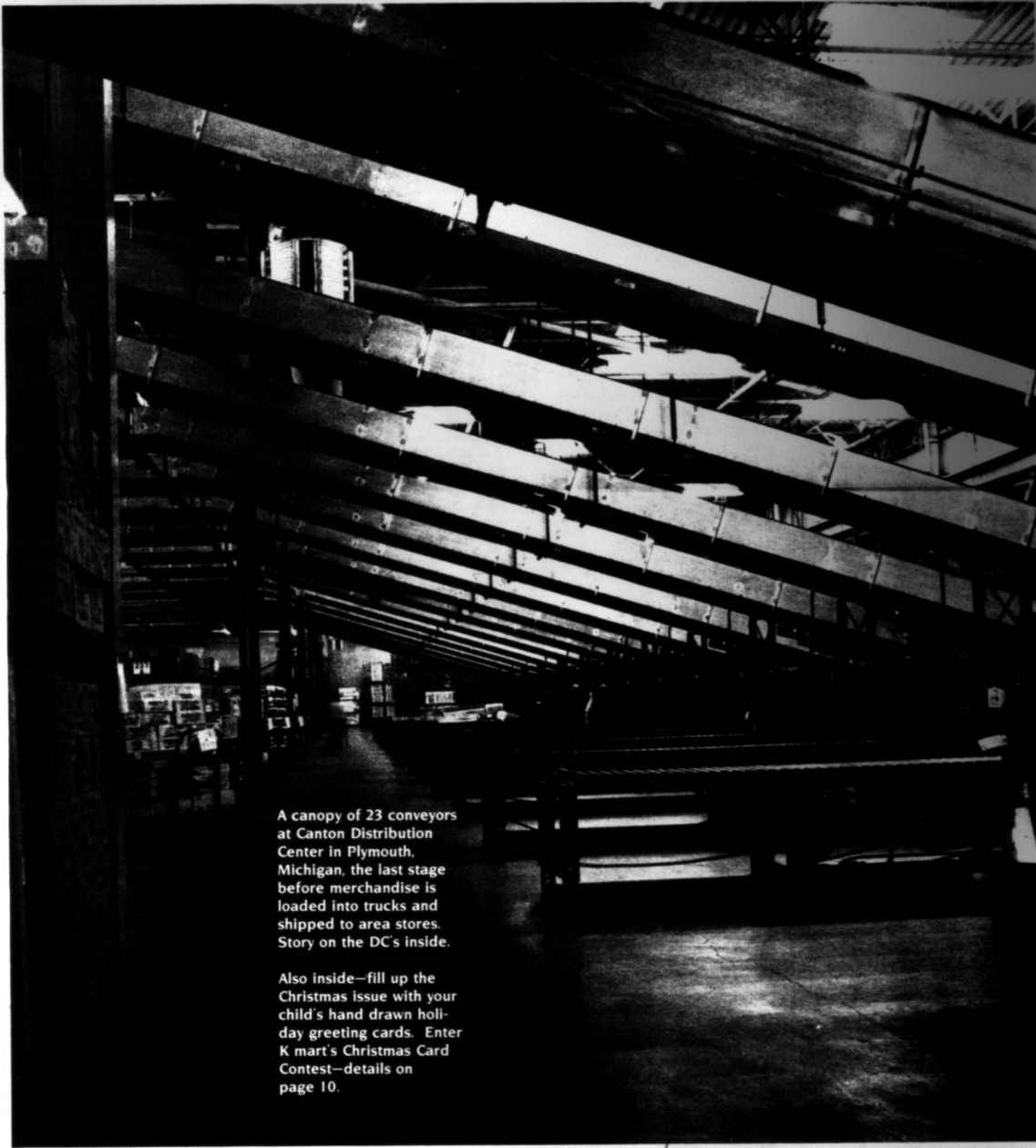


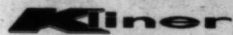
# Kliner

For and About K mart Corporation Employees



A canopy of 23 conveyors  
at Canton Distribution  
Center in Plymouth,  
Michigan, the last stage  
before merchandise is  
loaded into trucks and  
shipped to area stores.  
Story on the DC's inside.

Also inside—fill up the  
Christmas issue with your  
child's hand drawn holi-  
day greeting cards. Enter  
K mart's Christmas Card  
Contest—details on  
page 10.



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## News in Brief

K mart Corporation reported an estimated 16.3% increase in sales for the four-week period ended August 24.

It was the strongest monthly sales gain—compared with the corresponding month of the previous year—since January 1982.

K mart Chairman Bernard M. Fauber attributed the sales strength largely to brisk movement of back-to-school goods. "School supplies and fall clothing sold well," he says.

"And our customers began buying back-to-school merchandise earlier this year than last—another sign that consumer confidence is gaining momentum."

Consolidated sales of K mart Corporation, the world's second-largest nonfood retailer in sales volume, were approximately \$1,380,873,000, compared with \$1,187,723,000 for August 1982. Sales for the year to date were up 11.8% over the comparable period last year. Volume for the first 30 weeks of 1983 was \$9,995,593,000, versus \$8,941,060,000 for the same period in 1982.

Comparable-store sales—those from K mart stores open at least one year—increased by 14.6% during this four-week period over last August.

August results were generated largely by the 2,136 K mart discount department stores operating on August 24, 1983, compared with 2,089 on August 25, 1982. Other components of the sales performance included Designer Depot, Kresge and Jupiter stores and Furr's Cafeterias, Inc.

"Based on our August results, we are optimistic about sales comparisons for the rest of the year," Fauber says.

K mart Corporation posted sales of \$16.8 billion in 1982. K mart stock is traded on the New York and Pacific Coast Stock Exchange (trading symbol KMI).

On September 20, 1983 K mart will launch a four-week campaign in its 2,000 U.S. K mart stores for customers who favor enforcement of a current federal law that bars manufacturers from setting retail prices.

K mart's campaign opposes the stand taken by U.S. Assistant Attorney General William Baxter and Federal Trade Commission Chairman James Miller, who believe manufacturers should be allowed to set retail prices in most circumstances.

Up to 3,000 cards expressing concern that current laws are not being enforced are available for customer signatures at displays in each U.S. K mart store. The cards also call for Congressional action to uphold laws banning resale price maintenance and price fixing. K mart Corporation has pledged to send the cards to the appropriate U.S. representatives.

"Resale price maintenance is an attempt to keep retail prices higher," says K mart Chairman Bernard M. Fauber. "K mart believes price competition serves customers by providing more affordable goods and by spurring innovative products and distribution techniques."

Fauber adds, "This is the first time K mart Corporation has gone to its customers on a consumer issue. K mart has more customers than any other general-merchandise retailer in the U.S., and it is important that they know their right to buy brand-name merchandise is being threatened."

Through this and other efforts, K mart Corporation joins the Association of General Merchandise Chains and other discounters to support the right of consumers to shop for discount prices.

K mart has reached an agreement in principle to acquire all shares of common stock of Bishop Buffets, Inc., by an exchange of K mart common stock. Chairman Bernard M. Fauber announced on September 19, 1983.

Based on the current market price of K mart common stock, the aggregate purchase price would be approximately \$27.2 million.

Bishop Buffets, Inc., a privately held company based in Cedar Rapids, Iowa, operates 31 cafeterias in the midwestern U.S.

The agreement is subject to completion of details of a definitive agreement, and approval of the directors of the respective companies and shareholders of Bishop Buffets, Inc., as well as any required governmental approvals.

K mart has made a major commitment to the U.S. Olympic team and to the 1984 Winter and Summer Games with a program entitled, "Go for the Gold."

For the first time, K mart will be the exclusive retail sponsor of ABC's telecast of the Winter Games in Sarajevo, Yugoslavia, next February and also will co-sponsor the ABC telecast of the 1984 Summer Games in Los Angeles.

K mart has also announced that a nationwide fund-raising effort will begin early this month in all K mart stores. All donations obtained through this program called "Give for the Gold" (a variation on the overall theme) will go directly to the U.S. Olympic Committee to help support the U.S. Olympic team.

In addition to the public fund-raising effort, a national consumer sweepstakes program has been developed to tie in with the Olympics, offering grand prize winners all-expense-paid trips to the Winter Games. Other prizes include Texas Instruments home computers, Uniroyal Olympian tires and Kodak Disc 4000 cameras.

The sweepstakes program will debut October 19 with 63 million newspaper roto inserts. Also, in October, *Time*, *Sports Illustrated* and *People* magazines will carry 24-page K mart Olympics booklets featuring eight pages of editorial copy about Olympic athletes, coaches and events.

According to K mart Board Chairman Bernard Fauber, the advertising portion of the campaign will focus on the nationally recognized brandname merchandise available in K mart stores.

"While this is an excellent promotional opportunity for our corporation, our primary goal is to support the United States Olympic team," says Fauber. "We are proud to help the young men and women who are such a major source of pride for America." He added that this multi-faceted campaign marks K mart's first participation in an Olympics promotion.

## Store Openings

Region	Tentative Opening
C 7563—Perrysburg, OH	October 27
E 7554—Howell, MI	October 6
S 7556—Deerfield Beach, FL	October 27
S 7566—Arecibo, PR	October 20
S 7570—Bayamon, PR	October 20
S 9320—Seneca, SC	October 27
S 9785—Bayamon, PR	October 20
W 7587—Fontana, CA	October 20
W 9225—Vernal, UT	October 20
W 9792—Laramie, WY	October 27

## Acres of merchandise that move along mini-highways

In 1978, the K Liner termed these centers as merchandise highways, conveyor systems built to carry freight that can travel up to 3/4 of a mile before it reaches the loading dock as it merges and exits, diverting onto its appropriate dock.

For 33 years, long before the first K mart store opened in 1962, K mart has stocked the stores through a distribution center. Then it was a simple operation of pick and pack, which meant that items were picked from the shelf at the center, packed and shipped to the store. Fort Wayne Distribution Center was the first DC to open in 1950 and command the post of stocking all 200 plus Kresge stores.

"We've come a long way since then, built larger and more stores and consequently the need arose for additional centers with more efficient systems."

We talked with Paul Bogue, Senior Director of Distribution and Transportation, on what a DC actually does, its recent changes or developments, including the reconstruction of the Morrisville Distribution Center, whose accidental fire precipitated the need for sectioning off hazardous, combustible merchandise and storing them on shelving with built-in sprinkler systems. We also traveled to Canton Distribution Center, a mid-size DC, 1.2 million square feet and about eight years young and got a hands-on look at a distribution operation.

A distribution center is a facility for ordering, receiving, storing and shipping merchandise to various locations. K mart's centers are set up to supply the stores with needed basic items that can be bought in large quantities. These quantities are usually sent to the center by full truck loads, some by railcar and then reshipped one case or more at a time to the store(s) in that center's geographical location.

Currently, there are nine operating general merchandise inland distribution centers (four more were added since 1978). The locations of these DC's are strategically chosen for the geographic area they will serve and as stores open within a given area, a new DC is built to accommodate them. Generally, a DC will service 250 stores.

K mart has coined their centers as the Distribution Center Network, which services K marts, Kresges, and Jupiters. There are other DC's which include specialty-type distribution centers, servicing the apparel division and run by K mart Apparel; a footwear distribution network, which services Meldisco; a network to distribute major appliances; and smaller, localized distribution points, which handle seasonal merchandise. For this issue, we will give an outline of the operation of a general merchandise distribution center.

#### Fort Wayne

Fort Wayne Distribution, the smallest in floor space and located in Fort Wayne, Indiana, is where the main computer center is stationed that handles all orders and reorders, keeping the DC's stocked with items the stores need. Just this year, for economical reasons, Fort Wayne converted its distribution operations from case and repack to repack only. It is the only DC that ships out security merchandise, such as computers and their software, tapes, watches, gold jewelry and consequently has the highest inventory of all the DC's.

Initially ordering starts with the store, which transmits the message through KIN (K mart Information Network). A buyer at KIH will set up a commitment to purchase an item for a certain length of time. It is then up to the Fort Wayne rebuyer assigned to that department to keep the item in stock each month or as needed, according to the demand from the store(s). Most of the information needed for rebuying an item is provided by the computer; based on past demand, future demand and current trends. These figures or statistics are printed out for the rebuyer on a worksheet, from which he or she makes the final decision as to the amount to buy, using other considerations, such as full truck loads, full pallet loads or any special terms or discounts, based on a quantity purchased at one time.

It is important to note that large quantities, early seasonal buys or merchandise that comes with special advertising allowances, gives K mart the advantage of buying items at a very low cost, throughout the year. Once the merchandise is stored or put in reserve location as the DC's term their storage area, the stores can then buy from their center the exact amount of cases they need of that item and thus keep a lid on

their inventory.

Once the merchandise arrives at the center, it is placed on one of nine conveyors, which merges down to two or three conveyors, passes under a photographic device that reads the bar code label and thus sorts or diverts the case to the proper loading dock. This photographic device will read 120 cases a minute or two cases a second. Turnaround time is normally five days. Says Bogue, "In the first six months of 1983, 92% of all stores got their orders within five days."

#### Canton—a slick operation

When you stand underneath the conveyor systems at Canton Distribution Center in Plymouth, Michigan, you're immediately reminded of Chicago's intricate and lengthy loop that encompasses the business district, transporting passengers to and from, nonstop. In K mart's case, it's moving merchandise, at a moderate pace, non-stop, to their final destination, one of 23 loading docks. These conveyor systems are operated by one main computer board, which monitors the traveling routes of all merchandise, as they merge, sort and branch off into their appropriate loading docks. If you've ever operated a toy train and remember the feeling you had while maneuvering that train around bends and through tunnels, this will bring back memories, only now instead of controlling the route of a six foot miniature train, you are watching the movement of three miles of merchandise, traveling at an average speed of 300 feet a minute.

At the loading dock, about 2,000 cases will be packed into a trailer, averaging a 35,000 pound load. Forty-eight stores will receive deliveries twice a week. The re-

mainder will receive deliveries once a week. Says D. Dickinson, General Manager, "We run by time and thousands of cartons."

Canton is strictly a case pack operation and in January of 1984, their conveyor merge area will change from rollers to a belt system, which will be faster, improving the center's efficiency. Sixty percent of their floor space is used for reserve location (that's almost 26 acres) and soon to be installed will be shelving with built in sprinkler systems for combustible merchandise.

#### Morrisville reborn

The devastating Morrisville fire, which struck the center located in Fairless Hills, Pennsylvania about a year ago, was presumably caused by a ruptured can of carburetor cleaner, which was ignited when the forklift shifted to forward and a spark, emitting from the forklift battery, set off the explosion. In establishing safety guidelines for storing combustible merchandise, shelving with built in sprinkler systems will house combustible merchandise and this area will be marked off as a hazardous area in all DC's.

The new Morrisville, which is projected to be finished by May or June of 1984, has doubled its size, from 1.2 million square feet to 2.1 million square feet, but will still service the same geographic area of stores. The increase in size was planned for Morrisville to become the East Port facility in addition to operating as a distribution center. K mart uses what is called a port that allows imported merchandise to enter the states. Currently we use three ports, which cover import entries from China, Japan and Taiwan. They are: Port of Newark on the East coast; Port of Savannah in the South, and Port



Judy Lord at Canton, keeping the floor area below the conveyors free from dust and cardboard shavings.

of Longbeach in the West. With the available space, Morrisville will be set up to run imported merchandise through their operation and forward it directly on to one of the inland distribution centers, as well as the 570 K mart stores in the eastern region. In fact, this increase in size will make Morrisville the biggest of the DC's, pushing Atlanta DC (GAI) into the No. 2 spot; followed by Sparks (NV); Corsicana (TX); Shakopee (MN); Ontario (CA); Canton (MI); Warren (OH); Lawrence (KS); and last but not least, Fort Wayne (IN).

All the new features that have evolved since the first Morrisville DC was built will be installed in the new one, features like high speed conveyor systems, more accurate camera systems, double deck repack picking modules, instead of single decks. Eventually all DC's will at some point in time undergo installation of updated equipment to improve the necessary efficiency of their center. The big question for many, however, is will we build any more DC's in the near future? "No," states Bogue. "We have enough until at least 1995."



Freight at Canton DC as it approaches the sort area.

## 1983 Photo Contest Winners

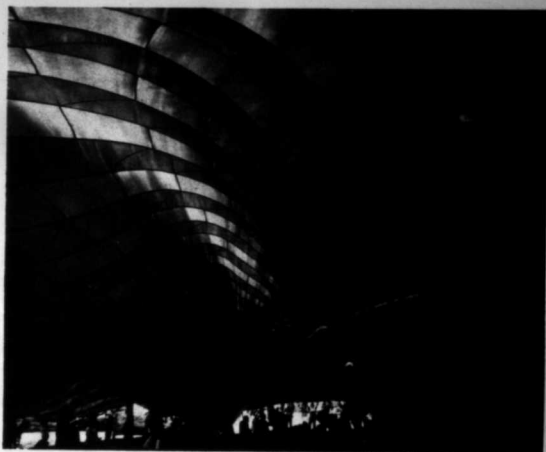
You name it and a K mart employee photographed it.

This year we reviewed approximately 400 photo entries as possible winners and honorable mentions in this year's photo contest.

The judge was Andrea Eis, a photographer who has a master of fine arts in photography from Cranbrook Academy of Art in Bloomfield Hills, Michigan.

She has been involved in group exhibitions in photography, film and video, has several permanent collections and has done various pieces on commission.

She thoroughly enjoyed judging the entries and gave her comments on why she chose the following as the winners.



Color—First Prize. **Parachute Fun** by Ursula Paulus, K mart 3041, Seaside, California. Dramatic composition and lighting make this an exciting photograph with a good feel for being there.

Color—Honorable Mention. **Birdwatcher** by Debbie Teuscher, K mart 3107, Beloit, Wisconsin. The extreme clarity of focus and strong lighting works well with the hawk's intense stare.



Color—Third Prize. **Abandoned on the Prairie** by Gary Barber, K mart 3231, Canton, Michigan. Rich color and nice sense of the place.



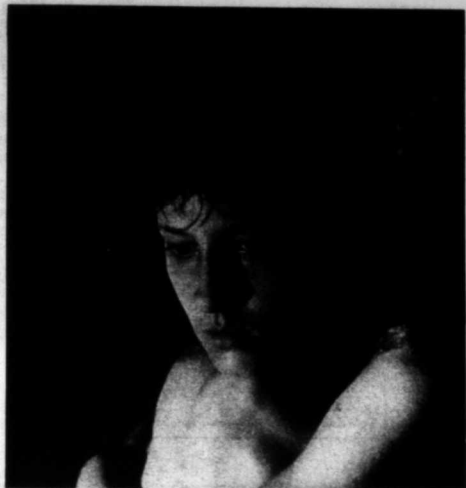
Color—Second Prize. **Untitled** by Wayne Smith, KIH. Beautifully arranged, high technical quality.



Color—Honorable Mention. **Happy New Year Cat** by Sandy Cld, K mart 7541, Belleville, Michigan. Good color contrasts, intriguing subject.



Color—Honorable Mention. **Untitled** by Meg Johnson, K mart 3157, Ashtabula, Ohio. Well composed environmental portrait, good contact with the subject.

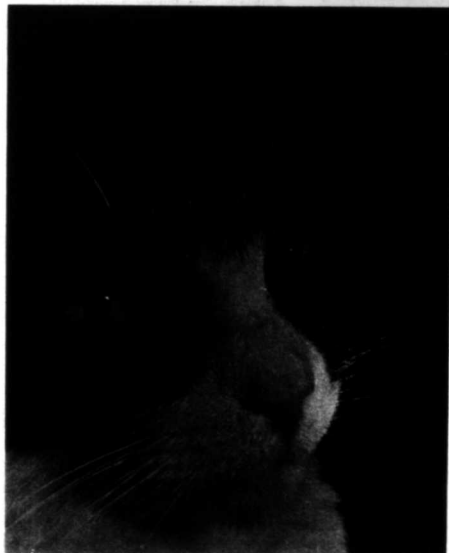


**Black & White—First Prize. Untitled** by Ray Bachand, K mart 4243, Oakland Park, Florida. Lighting, expression and composition are all beautifully controlled to make a strong portrait.

**Black & White—Third Prize. Milwaukee's P.A.C.** by Norma Wiedmeyer, K mart 7491, Milwaukee, Wisconsin. Serenity and solidity in a well-done night shot.



**Black & White—Honorable Mention. Bessie's Best Side** by Curt Schultz, K mart 4160, Des Moines, Iowa. Controlled point of view makes for good illusionistic play with cows and flowers.



**Black & White—Second Prize. Why Me** by Lewis Bogaard, Midwestern Regional Office, Hoffman Estates, Illinois. Extreme close up combines well with intensity of expression to make a striking photograph.

**Black & White—Honorable Mention. Beautiful Baby Face** by Christa Engel, K mart 4454, Hanover Park, Illinois. Unusual portrait, nice patterns and strong composition.



**Black & White—Honorable Mention. Untitled** by Linda Pinkans, K mart 4383, Albany, New York. Interesting calligraphy of light and shadow patterns.





## We've got it and we've got it good—

It appears that from the letters we have received, "We've got it and we've got it good" campaign has been readily accepted by several stores.

In fact, we'd like to share their comments with you.

The management here at 7200 really got behind the program and generated a lot of enthusiasm. We showed films every morning at break and talked up a storm. The results were amazing. The organization responded with just as much enthusiasm. What was the friendliest store in town became even more friendly. One example of this enthusiasm we generated is a letter we received from one of our regular customers. He has always recognized our friendly service, but last week our spirit must have prompted him to put his feelings on paper.

From an organization that has always taken pride in its store and clientele, this past week has given "Thank You For Shopping Our K mart" a new meaning.  
**Assistant manager Donald Erickson, Jr., K mart 7200, Waldorf, Maryland**

Just a note to let you know that we have held our Customer Care Week meeting in our store. After our discussions, we decided to let you know that our organization recognizes the value of our customers and our attitude towards them.

We all share the commitment to keep our K mart the cleanest, neatest, brightest, friendliest and best-stocked retail store in Columbus. We will strive for these ends every day. We promise.  
**Staff and Store manager W. Lennox, K mart 3272, Columbus, Ohio**

We have just completed Customer Care Week and 3032 employees are committed. One item that has helped us is the use of a mystery shopper on a weekly basis who sends in the results to the store manager.  
**R. Sesto, K mart 3032, Waukegan, Illinois**

Customer Care Week at 4041 went very well. Attempts were made throughout the week to inform customers that K mart cares. The slogans "K mart Loves Customers" and "Customer Care Week" were put up on the store's marquee. General class meetings on customer care were held along with mini classes for the various departments.

The general class meetings and mini classes were extremely successful. Employees discussed several topics, including how areas can be better covered during breaks. A second item covered was how to speed customer service through the checkouts. One idea suggested was to have the light on the express lane continuously blinking. This would allow the customer to better notice the express lane if he or she had eight items or less and cash. The discussion and questions raised in each of the classes reflected the employees' concern regarding the care of K mart customers.

Management and the employees at 4041 agree that the seasons ahead will be busy ones, but we will not let the work ahead stop us from having the friendliest store in town. We believe that the best advertising is free—word of mouth. At 4041, we plan to do a lot of free advertising through sincere customer care.

**Assistant manager M. DeVries, K mart 4041, Sioux Falls, South Dakota**

The organization at 7066 in Decatur, Alabama has been busy implementing the new special local promotions. The "We've got it and we've got it good" program and local community involvement has produced 74% and 115% back-to-back sales increases.

**Store manager H. Harbison and staff, K mart 7066, Decatur, Alabama**

The recent campaign for customer care is an outstanding campaign designed to elect a part-time employee and a full-time employee each month for their friendly courtesy towards customers. K mart 7348, Rome, Georgia elected Charmaine Shepard, part-time employee in cameras and jewelry and Helen Dean, full-time employee in the candy department, as the friendliest employees for the month of July.  
**K mart 7348, Rome, Georgia**

Just a note to let you know about the favorable comments we are receiving about the employee and management name badges. We have received many favorable comments especially from customers.

We at 3488 had always considered our customer relations outstanding, but these badges have helped us to improve this aspect of our operation even more. The

manager badge has allowed me several times to solve customer problems or aid in service when a customer may have left the store dissatisfied or without making a desired purchase.

We are proud of "our" K mart and like being identified by our customers as one of the management team.  
**Store manager A. Frebel, Jr., K mart 3488, Baton Rouge, Louisiana**

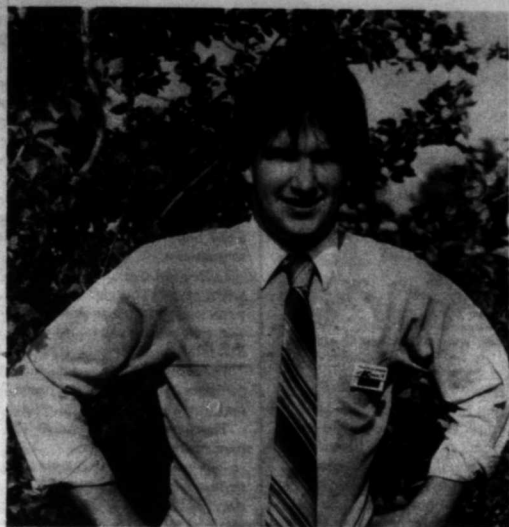
Thank you for shopping  
**our K mart.**

Our personnel and training manager came up with this idea about using a customer care card. We plan to give four to each employee on the first of every month and they in turn will pass these out to customers at random during the day. By doing this each month, our employees will realize this is to be an ongoing effort on the part

of all—not a once a year "push".

These cards will be turned in to either the store manager or personnel and we will use them for class. We can strengthen any weakness and continue to push forward in our strong areas.  
**Store manager C. Hardy, K mart 3205, Atlanta, Georgia**





Shawn Smith, K mart 9252, Carmi, Illinois

### Courageous efforts by Shawn Smith save life of unconscious friend

Swimming has always been a great pastime for Shawn Smith of K mart 9252, Carmi, Illinois, until one summer night when it suddenly became a nightmare.

Shawn and his companions had been enjoying themselves in the water when they realized that one of the young women in the group had not been seen for the previous 20 to 30 minutes.

Every swimmer went in a different direction, but it was Shawn who swam about 100 yards, and found his friend floating face up in the water, unconscious. A strong fear swept through him that she may not be alive, but Shawn quickly called to two of his friends and said that he had found her.

As the other two young men pulled the woman to shore, Shawn began mouth-to-mouth resuscita-

tion. "Once we got her to the sand bank, she choked out a lot of water, but was still unconscious," says Shawn. He had learned mouth-to-mouth from a high school health class, but had never actually practiced or tried the life-saving technique. It was simply a matter of doing everything he and his friends could think of and hoping it would be enough.

As Shawn put it, "It's a very frightening feeling to think one of your friends is dead as you hold her in your arms."

On their way to the hospital, the woman's pulse and breathing weakened badly, so Shawn again administered mouth-to-mouth and her breathing was restored to normal, even though she remained unconscious. After a few days in the hospital, the young woman had recovered, but Shawn will never forget the feeling of anxiety and trauma during the situation. He says, "I just did what anyone else would have done."

### Money raised for MD telethon

Special events for the Muscular Dystrophy Association were held Labor Day at K mart 7247, Wichita Falls, Texas. A country music jamboree featuring area musicians highlighted the activities.

Western bands provided music all afternoon on the patio. Featured fiddlers were R. L. Pee Wee Stewart and Ray Edwards.

Boys Club of Wichita Falls conducted a car wash, and Southside Girls Club held a bake sale with K mart employees donating some of the baked items. The CB, club of Nacona held a raffle for a \$50 bill. A dunking booth and dart throw booth were sponsored by 7247. No admission was charged. All donations were accepted and by the end of the event a check for \$1,200 was presented to the local host for the Jerry Lewis telethon.

### Shirt in a plastic bag makes headlines in Reader's Digest

A customer clad in a plastic bag for a shirt was shopping in K mart 7310, Palm Bay, Florida. It tickled the funny bone of assistant manager Steven Tennant so much that he decided to send in the situation as an anecdote to Reader's Digest. The editors there must have thought it comical also, because they ran the short blurb in the July issue of "All in a Day's Work" column.

This is the first time Tennant has ever written anything for publication, but it probably won't be the last, since he was paid \$300 for his efforts, which took him about a half an hour to put into words.

"I took my wife and two children to Disney World and St. Augustine, the oldest city in the nation. There's an old fort there, cobblestone streets and a lot of history. The \$300 is really an incentive to write more often when the situation comes up."

Tennant sent in his article in January and was called by Reader's Digest in April saying that they were going to use it. "Two or three months later I got a check in the mail for \$300 along with a copy of the article from the magazine."

Policy in the store is that no one can shop without a shirt or shoes. With the warm climate, Tennant says they get people coming in in all sorts of outfits. But this particular customer was spotted by an employee who told him that he couldn't shop without proper attire. Tennant says he's not sure where the man got the bag, but assumed he went back to his car and found it.

The customer was good natured about the situation and even found humor in the whole thing. He eventually bought some spray paint and masking tape.

Tennant says that there are countless humorous things that happen daily in the store and that he's just waiting for another funny situation to send to Reader's Digest.

### Exchange students tour Marquette store

K mart 3000, Marquette, Michigan recently experienced an international afternoon when 17 students from the Rotary International Youth Exchange program visited.

There were students from Japan, Mexico, Australia, Finland, New Zealand, Belgium, and Chili.

Students spend one year in this country, touring and learning about our customs.

During their K mart visit, many

purchased straw hats, souvenir items, purses, film and lots of silk flowers.

"The students stayed with Rotary families whose children had just returned from their year overseas," says Albert Pfluger, cameras.

"Before they came to Marquette, they toured the locks at Sault Ste. Marie and visited Mackinac Island."

The interest of the students in K mart and the huge merchandise selection was boundless and it was hard to keep them in one group during their tour.



Some of the exchange students that toured K mart 3000, Marquette, Michigan.

## TYFSOK Is in gear

At K mart 9006, Washington CT House, Ohio, the new TYFSOK campaign is under way. Upon calling this store, you will be greeted by the service desk employee with "Thank you for calling our K mart, may I help you?" At the end of each sale at the checkouts you will also hear TYFSOK. When the store is closed at night at the end of the announcement you will hear "Thank you for shopping our Washington CT House K mart."

The employees are now wearing name badges which makes for a much friendlier store. The customer-employee relationship is on a more personal level when the customer can call the employee by their first name.

By wearing name badges it makes it easier for a customer to tell the store manager who it was that was so nice and friendly to them while shopping at K mart.

The first such incident involved Jane Fox, part-timer in cameras and jewelry. Jane was observed waiting on a customer and going out of her way to be a customer pleaser. Store Manager Steve Burrell said that the store received a phone call from the customer stating how friendly and courteous Jane was to them. She received a certificate with a gold seal.



From K mart 3239, Kansas City, Missouri, standing from left to right: Personnel Manager Ruth Schmidt, Vicki Russell, Marion Baker, Tray Blust.

## Employees volunteer for Special Olympics game

Recently the Kansas City Area IV Special Olympics were held and K mart 3239, Kansas City, Missouri was proud to be part of it. A fund raising drive led by employees Vicki Russell and Marion Baker raised over \$1,400, enough to sponsor 24 athletes and put the employees of 3239 in the Special Olympic Gold Medal Club.

When asked if she thought the drive would be successful, Marion said that she was sure of it and asked for a \$500 cashiers check to be purchased even before half

that amount had been collected.

When the Olympics were held, five employees were on hand as volunteers to help with the events. Vicki Russell worked as team captain, while Marion Baker, Tray Blust, Idelle Boomgarden and her daughter and personnel and training manager Ruth Schmidt helped with individual events or special groups of Olympians.

The whole project turned out to be a great success, a lot of fun plus considerable work. With the good response to the Olympics, plans are already underway for more charitable work that the employees of 3239 can do themselves.

## Novice bowler captures State championship

Kathy Hettich, part-time cashier K mart 4272, Bismarck, North Dakota has been bowling for just two years. Earlier this year she earned the Major Girls division championship at the North Dakota State Coca-Cola Junior Bowling Tournament.

With a 128 average, Kathy bowled a 687 handicap series in the singles tournament.

"I like to bowl for tournaments," Kathy says. "You had to have participated in the regionals and won that before you could be in this tournament."

From there, Kathy went on to compete at the National Tournament in Washington, D.C. in July. There were 65 women and 124 men at the tournament.

"Everyone had to bowl three series of four games on the first day," Kathy says. "The next day you had to bowl another 12 games. Then they narrowed the field down to the top 24, which I didn't make."

The bowling season will start up again soon and although Kathy is a freshman majoring in computer science at Bismarck Junior College she will be on her old high school bowling league again this year.

"I don't think I would be able to make it on the women's leagues. The competition is pretty stiff."

## Pam Snader is on call—a local EMT leader

For Pam Snader, office manager of K mart 9755, Elizabeth town, Pennsylvania, being an emergency medical technician volunteer is a major part of her life. While heading a four-member crew for a volunteer ambulance service and also being on the board of directors for that organization, Pam can be on call for a 24-hour period.

"A volunteer ambulance is a basic life support system. Usually you try to put yourself on a 12-hour shift one night a week. But there is no requirement. Whatever you can handle is appreciated."

Pam took the emergency medical technician course which consists of 100 hours of training. She was taught basic saving methods such as CPR and how to stop bleeding in emergency cases.

"But they can't teach you the emotional end of it. They just can't prepare you for that. It

can be pretty tough. But you just have to think that you did the best that you could do and nothing more could be done. It's really hard when there are deaths and children involved. A lot of people think they can't do it, but when they have the training they find that they can be an EMT."

For the past six years, Pam has been on duty and on the board of directors for the last four. Within that time she estimates that she has gone on more than 1,000 calls. In the last two years alone she has logged over 1,200 hours a year.

"You go on calls for everything from auto accidents to heart attacks. Some people are just sick. Maybe they have the flu but they don't know what's wrong with them because they feel so bad. So we go and help them. I almost delivered a baby once."

Pam enjoys photography, just celebrated her 11th anniversary with the company and especially looks forward to spending time with her nieces and nephews.



Red Skelton, left, in K mart 7143, Puyallup, Washington with Western Washington Fair president.

## Red Skelton entertains Puyallup employees

Red Skelton was in Puyallup, Washington to do a show at the Western Washington State Fair and much to the surprise of K mart 7143 dropped in to do some shopping.

Although he intended to merely come in and buy a jogging suit and Kit Kat candy bars, he ended up giving employees and customers their own show. He stayed about an hour while he exclaimed "Yes, this is what I do, I visit small towns, go into K mart stores and

start telling jokes; then all the customers and employees gather round me and I send all my shoppers to the rest of the store."

A customer asked if she may light his cigar and he replied, "No thanks, I don't smoke."

He made his way to the checkouts signing autographs and telling jokes. His visit was enlightening and enjoyed by customers and employees as well. Red Skelton checked out his purchase and smiled to Lois Twedell, checker who simply closed the sale with "Thank you for shopping our K mart."



## Jail-A-Thon in Newberry K mart raises over \$18,000

Tom Kaltenbrun, manager of K mart 9628, Newberry, South Carolina was jailed recently during the American Cancer Society Jail-A-Thon held at 9628 which raised over \$18,000. Kaltenbrun got the ball rolling by having the jail built, with bars and locked door.

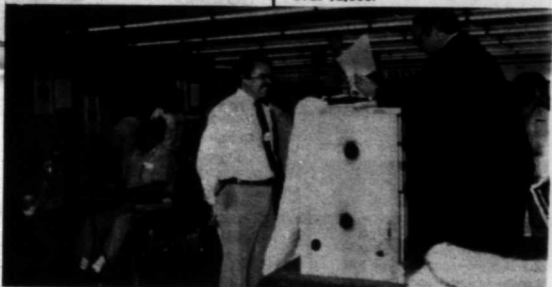
The Kangaroo Court was complete with judges who tried over 75 citizens with charges ranging from loafing on the job to public ugliness. It cost \$25 to have someone locked up.

Employees of 9628 took donations to have the WalMart manager locked up. Charges brought against him were impersonating a retailer. The judge found Kaltenbrun guilty and set his bond at \$1,000. However, Kaltenbrun was quick to bring to the judge's attention that it was his idea to hold the Jail-A-Thon, so the judge dropped the bond to \$990. Newberry law enforcement took

part by getting the hardened criminals into police cars and used handcuffs and signed warrants for their arrest. One local minister, arrested and handcuffed on his front lawn, said that he is still trying to explain this to his neighbors.

This two day event managed to raise \$18,343. It was the biggest fund raiser ever for Newberry County. Each prisoner who visited said if they had to go to jail they were glad it was one complete with peanuts, cola, and their very own phone for calling friends and neighbors to raise bond.

One of the assistant managers, J. O. Williams, managed to get himself locked up and make the local newspaper complete with picture. His charges were eating chicken wing tips in the handicapped parking area, and preaching without carrying his license with him at all times. Bond was set at \$500. Three other employees also found themselves behind bars with various charges. Their arrests raised over \$2,000.



Manager Tom Kaltenbrun, K mart 9628, Newberry, South Carolina, stands before the judge waiting for his bail to be set.

## Buy a ticket, win a Mercedes

For the past two years a unique raffle to benefit Easter Seals has been sponsored by the Albany Aero Club whose president Tom Greenfield is also manager of K mart 3219, Albany, Georgia. This year the raffle netted over \$8,000.

Tickets for the raffle sell for \$200. Seems like a lot, but considering that the grand prize is a new Mercedes Benz and the fact that the last ticket drawn from a hat is the winner, the investment can garner the ticket holder a pretty good chance of winning.

"I sold six or eight tickets," Greenfield says. "It's amazing how hard it is to sell \$200 tickets, though. This year will be the third time we have done this raffle and

we are looking forward to another big check. Our goal is \$10,000. The raffle will be held sometime in November."

The winner for the last raffle was a doctor who spent between \$12,000 and \$14,000 on tickets.

"When it gets down to the last 10 tickets, another auction is held for those tickets. It gets real exciting at that point," says Greenfield.

Greenfield is president of the Aero Club and sponsors other activities such as air shows with talent like the U.S. Navy's Blue Angels.

"I just went to the airport one Sunday and said that I'd like to learn how to fly. So in 1971 I got my license. Our club owns four aircraft and gives its members a discount rate for flying time."

## Grayling Wallace performs— contemporary gospel is his style

There is a musical celebrity in the midst of K mart 9692, Webster, Massachusetts. He is Grayling Wallace, employee and member of a contemporary gospel group called Lazarus. With four other members, Grayling travels throughout New England performing in coffee houses, churches and at concerts.

"We are trying to put more up-to-date tempo into gospel music. We have songs that have a rock beat and a disco beat. We hope that people will listen to the music and hear the message in the words."

Grayling has been with the group for three years. Before that,

he performed with other groups, traveling through the U.S. He has been into music for about 18 years. He is an accomplished drummer, and also sings, writes lyrics and composes.

"I would say that most of the songs that we perform, say 98 percent are all originals," Grayling says. "We are looking into the near future and hoping to make an album."

This spring, Lazarus put on a major concert, attended by over 500 people. They have also appeared on several television programs on major Boston stations. Most of their performing is done on weekends since each member holds down a daytime job. Grayling says that they like to practice once or twice a week, whenever they can fit it into their schedules.

## Proctor and Gamble award

Thanks to Lori Dunsmore, merchandiser at K mart 3570, Richmond, Michigan, her store won a nationwide contest sponsored by Proctor and Gamble, which brought them a \$1,000 check they gave to charity.

Two hundred and fifty retailing stores across the country won this merchandising display promotion, which designated that at least two displays had to contain five to seven of their products. Lori used health and hair care products in her four cube displays.

"We were the only K mart in this

area that won. I didn't do the displays by myself, but I ordered the merchandise and made sure that we displayed it and sent in photos for the contest."

The check for \$1,000 that the store received was given to a Michigan Special Olympics Committee. They used the money to send a team to the International Special Olympics in Baton Rouge this summer. "This is the first year that we entered this contest," Lori says. "But we will enter it again next year. We had people come into our store and they said that the displays looked really nice."



Lori Dunsmore, far right, from K mart 3570, Richmond, Michigan, with others receiving the \$1,000 check from Proctor and Gamble. Left to right, Store Manager David Stettin, Detroit K mart manager Kevin Clayton, Proctor and Gamble sales representative and Peggy Angel also Proctor and Gamble, area directors of the Special Olympics Committee Rita Crummer and Doug Blasius.

## K mart Corporation's Children's Christmas Card Contest

Open to children or grandchildren, 12 years or younger, of current K mart employees.

Prizes..... \$50 first prize, \$40 second prize, \$30 third prize.

Rules..... One entry per child. All cards must be drawn on white paper or pressed cardboard and measure at least 3" x 5", but no larger than 11" x 14". Tools to use are pencil, pen, marker or crayon. All entries must have parent's/grandparent's name, position, and location printed on back of card.

Revised

Deadline.....December 1, 1983

When mailing entries, place them between two pieces of cardboard so as to prevent damage enroute to headquarters.

The K mart Corporation is not responsible for loss or damage to any entry.

Remember—the deadline is December 1. This will give you plenty of time to find out if the school will be having projects such as this or if you plan to have your child draw at home.

Submit entries to K mart Corporation News Office, 3100 W. Big Beaver, Troy, Michigan 48064, Attn: Virginia Burns.




### Executive Promotions

 Roland G. Haggard has been promoted to Merchandise Manager, Hardlines, K mart International Services, Japan Branch Office. Haggard began his career in 1966 at K mart #4151, Sparks, Nevada, in the Sporting Goods Department where he managed that area until his appointment to Sporting Goods District Manager in 1968.

Haggard served as a Sporting Goods District Manager in the Western Region until November of 1979 when he was promoted to Regional Personnel Manager, Western Region. In 1980, he was appointed Regional Merchandise Manager, Sporting Goods, and in 1981 Regional Merchandise Manager, Automotive and Sporting Goods, Western Region.

The following promotions are part of the restructuring of the Accounting and Financial Reporting Departments. These people will become more directly involved in the reporting, planning, research and special projects for our subsidiaries as well as K mart Corporation.

 Thomas F. Murasky has been promoted to Corporate Assistant Controller—Financial Reporting. Murasky joined the K mart Corporation in 1973. He was assigned to K mart Australia in 1975 as a financial accounting liaison and played a leading role in the ultimate restructuring of our interest with K mart Australia. Since his return in 1977, he has been promoted to Director of Financial Reporting and, in 1980, to Assistant Controller.


Murasky earned a BS degree in accounting and a Master's in business administration from the University of Detroit. He is a CPA in the State of Michigan.

 LaVerne E. Schubring has been promoted to the position of Corporate Assistant Controller—Accounting. Schubring joined the company in January of 1946 as a member of the data processing department.

Schubring has held positions of increasing responsibility including Data Processing Supervisor, Supervisor of the Auditing Department, Director of the Controller's Staff, and in 1976, Assistant Controller of KIH Accounting.

 Gerald J. Switzer has been promoted to the position of Corporate Assistant Controller—Accounting. Switzer joined the company in 1972 and has held a number of supervisory management positions at both the home office and K mart Enterprises. In 1982, he was promoted to Assistant Controller of Accounting.

Switzer earned his BS degree from Michigan Technological University. His previous experience was as an auditor with Price Waterhouse and he has served on the Board of Directors of the Detroit Chapter of the National Association of Accountants.

 Peter Belski has been promoted to Corporate Director—Financial Reporting. Belski joined the company in 1964 and has had various

positions of increasing responsibility including his most recent position of Director—Financial Reporting Department.


Belski earned a BS degree in accounting from Wayne State University and also holds a Master's in business administration from the University of Detroit. He has been very active in development of the month-end store reporting format for KIH.

 Robert F. Szmigiel has been promoted to the position of Corporate Director—Accounting. Szmigiel joined the company in 1964 as a K mart auditor and has held the positions of Supervisor of Vendor Audit, Manager of Purchases and Accounts Payable and most recently, Director of KIH Accounting.


Szmigiel earned a BA degree from Michigan State University and had an instrumental role in the successful development and implementation of the new Revised Accounts Payable System, which was implemented in fiscal 1982.

 Paul R. Wierbicki has been promoted to Corporate Director—Accounting. Wierbicki joined K mart in 1970 and has held positions of increasing responsibility. He was promoted in 1981 to General Manager of Financial Reporting and Accounting for K mart Enterprises and in 1982, was promoted to the position of Coordinator—KIH Accounting.

Wierbicki earned a BS degree from Walsh College and was instrumental in directing the merging of the KIH/KEI accounting and financial reporting departments.


 David W. Barthelmes has been promoted to the position of Corporate Manager—Financial Reporting. Barthelmes came to the K mart Financial Reporting Department in 1976 from the position of Audit Supervisor at Manufacturer's National Bank. In July of 1982, he was promoted to Manager and assumed responsibility for the technical requirements of public reporting for both shareholders and SEC matters.

Barthelmes earned a BS degree from Gannon College in Erie, Pennsylvania and also holds a Master's in business administration in finance from the University of Detroit. He became a CPA in the State of Michigan in 1974.


 Norman R. Fisher has been promoted to Corporate Manager—Accounting. Fisher joined K mart Corporation in January of 1976 as a K mart auditor.

He has had several positions of increasing responsibility in the Treasurer's Office, Research Department, K mart Insurance and most recently, has been a member of the Controller's Staff involved in special projects.

Fisher earned a BS degree from Union College in Kentucky and is currently obtaining a Master's in business administration.


 Scott R. Gilbert has been promoted to the position of Manager—K mart Enterprises Store Accounting and Inquiry. Gilbert joined K mart Enterprises in 1976 in the accounting department. He held several key positions at KE, including Assistant General Manager of Accounting.

Gilbert earned his BA degree in accounting from Michigan State University. He has been instrumental in contributing toward the smooth transition of the K mart Enterprises subsidiary into the parent company.


 Thomas F. Yarnovich has been promoted to the position of Manager—Vendor Data Base Department. Yarnovich joined the company in 1963 as a part-time stock clerk at Kresge 527. After three years service in the Army, he joined the credit office and was promoted to Manager of Customer Services.


Yarnovich has most recently held the position of Supervisor in the Vendor Data Base Department and has been instrumental in the development and implementation of the data base for the new accounting and merchandising systems being implemented at KIH.

The following promotions are part of the restructuring of the Tax Department; these people will be more directly involved in the tax reporting, tax audits and tax research and planning for our subsidiaries as well as K mart Corporation.

 Paul R. Vercammen has been promoted to Director, Corporate Income Tax Reporting. Vercammen joined the staff of the K mart tax department in 1967 and was promoted to Manager, Franchise and Income Tax Division at KIH in 1972.

Vercammen earned a BS degree from the University of Detroit and a master's in business administration from Michigan State University.


 William C. Saad has been promoted to Senior Manager—Sales and Use Tax. Saad came to the tax department in 1978 as Manager, Sales and Use Taxes.


 Charles R. Yessalan has been promoted to Senior Manager—Property Taxes. Yessalan joined the K mart property tax staff in 1971 after a tenure as senior property appraiser for the Michigan State Tax Commission. He was promoted to Manager, Property Tax Division at KIH in 1977.

Yessalan earned his BS degree from Wayne State University and served for several years on the faculty of Detroit Institute of Technology. He became a Certified Review Appraiser in 1980.

 Richard P. Banyon has been promoted to Senior Manager—International Taxes. Banyon was hired into the construction department in 1947 and was promoted to the Income tax staff in 1957. He became Manager, Payroll Tax Division in 1962, Manager of the Income Tax Division in 1968, Assistant Manager of the Tax Department in 1972, and assumed responsibility for foreign taxes and international tax matters in 1980.

Banyon earned a BA degree from Lake Forest College, a law degree from the University of Detroit and a master's of law from Wayne State University.


 Robert N. Kruse has been promoted to Manager—State Tax Research and Planning. Kruse earned an AA degree at Muskegon Community College and a BBA degree from the University of Michigan where he also earned a master's of business administration. He became a CPA in the State of Michigan in 1977.

 Kenneth R. Bugis has been promoted to Assistant Manager, Payroll Taxes. Bugis joined K mart Enterprises Finance Department in 1964 and became its Treasurer in 1968. Upon consolidation of the K mart Enterprises finance function in 1980, he transferred to the tax department where he updated all store sales tax procedure manuals.

Dion M. Markle has been promoted to Manager—Graphics Planning and Coordination. In this new capacity, Markle will be responsible for reviewing current printing and related graphics activities, developing plans for their optimization and assisting with implementation. His office will also play a very active role in the integration of graphics with other electronic based systems.

Markle is a graduate of the University of Iowa and joined K mart in 1969 as Printing Department Assistant Manager following several years of experience in the graphics field. In 1972, he was promoted to his most recent position of Manager—Printing Department.


John S. Dion, General Manager of our Royal Oak Operations will assume the additional responsibility as Manager of the Printing Department. Dion started with K mart in 1970, following eight years in the wholesale paper field to become Manager of K mart Enterprises' Printing Department. He was promoted to General Manager of Royal Oak Operations in 1979.

 William F. Powell has been promoted to Divisional Merchandise Manager for Division IV effective immediately.


Powell joined K mart in 1949. In 1959, he was promoted to the management of his first store, Kresge 658, Barberton, Ohio. Since that time he has managed several Kresge and K mart stores, served as District Manager in the Western Region and Regional Merchandise Manager in the Western Region. In 1976, he was promoted to Co-Director of Store Planning and Design at KIH and in 1978 to Director of Store Planning and Design. He was promoted to Senior Buyer in 1980 and served in his present position of Divisional Merchandise Manager of Division II since 1982.

 Edward J. Scully has been promoted to Divisional Merchandise Manager for Division II.

Scully joined K mart in 1946. His first managerial assignment was in 1954 at Kresge 599, Chicago, Illinois. Since that time he has managed several Kresge stores and K mart 4097 in Elgin, Illinois, served as District Manager in the Midwestern Region, Associate Buyer and Buyer at KIH. In 1972, he was promoted to Senior Buyer at K mart Enterprises, Automotive Division. In 1977, he was promoted to Vice President, Merchandising, at K mart Enterprises and in 1979 to Vice President and General Merchandise Manager of Automotive and Sporting Goods Division, K mart Enterprises. Scully was promoted to his present position of Senior Buyer of Toys & Games and Hobbies & Crafts in 1980.

 Dennis R. Dorn has been promoted to Senior Buyer in Department 6 Small Appliances.

Dorn joined K mart in 1956. His first managerial assignment was in Kresge 401, South Omaha, Nebraska in 1962. He has managed several Kresge and K mart stores since that time and has also served as District Manager in the Midwestern Region. Dorn was promoted to Buyer in 1976.

 George A. Colgan has been promoted to Senior Buyer in Department 4 Toys & Games and 64 Hobbies & Crafts.

Colgan joined K mart in 1959. He was promoted to the management of his first Kresge store 741, Orlando, Florida in 1963. He has since that time managed several Kresge and K mart stores, served as District Manager in the Southern Region, Regional Merchandise Manager in the Southern Region and Buyer. Colgan was promoted to his present position of Senior Buyer in Small Appliances in 1983.

Charles D. Crider has been promoted to Buyer in Department 46—Men's and Boys' Wear.

Katherine J. Hague has been promoted to Planner for the Centralized Merchandising System at KIH.

Hague started her career in 1979. She then became Fashion Accessories District Manager in the Central Region and later became the Fashion Accessories/Men's Wear Rebuyer at the Fort Wayne Distribution Center.

Linda L. Myers has been promoted to Planner for the Centralized Merchandising System at KIH.

Myers started her career in 1969 at K mart 4098 LaCrosse, Wisconsin and in 1973 entered the K mart Apparel Training Program at K mart 4021, Southgate, Michigan. She has managed apparel departments in two stores before her promotion to Office Supervisor in 1975.

Curtis E. Strom has been promoted to Regional Project Representative, Midwestern Regional Office.

Strom, who graduated from Knox College, joined the company in 1980 at the Crosicana Distribution Center.

John Steinbach has been promoted to Assistant Treasurer—Investment Management.

Steinbach started with K mart in 1974 in financial planning. In 1977, he was appointed assistant manager and in 1978 was promoted to manager of the economic analysis department. Steinbach moved to the Treasurer's Office in 1980. He received his BA in 1972 and MBA in 1974, from Michigan State University.

Gerald Halleck has been promoted to Director of Electronic Design.

Halleck joined the company in 1962 as staff architect and has held several positions in the design division before being appointed to his last position of Director—Planning and Design in 1982.

James Kilgore has been promoted to Director—Planning and Design.

Kilgore joined the company in 1970 as manager of the design division. He is a member of the American Institute of Architects and holds a national N.C.A.R.B. registration.

Paul Goldsmith has been promoted to Manager—Design Division.

Goldsmith started with K mart in 1979 as a project coordinator in real estate development with a background in the practice of architecture. He is a member of the American Institute of Architects and holds a national N.C.A.R.B. registration for architectural practice.

Jack Dinkins and Stephen Li have been promoted to positions of Assistant Manager—Design Division.

Dinkins graduated from the University of Wyoming in 1965 with a degree in civil engineering and a major in architecture. After joining the company in 1966, he was promoted to project director in 1976.

Li started with the company in 1969 after receiving an architectural engineering degree from Tunghai University in Taiwan and a masters degree in architectural design from Kansas State University. He was formerly chief designer.

## Retirements

Duane H. Popp, Manager of K mart 4430 Livonia, Michigan has retired.

Popp started his career in 1949. His first management position was Kresge 603 Maple Heights, Ohio in 1958. He also managed two other Kresge stores. In 1967, he was appointed to his first K mart 4166 in Toledo, Ohio. In 1972, he was then appointed to his present position.

Oswald Gotsch, manager of K mart 4075, Raleigh, North Carolina has retired.

Gotsch started with K mart in 1949. He was appointed to Kresge 226, Grosse Pointe, Michigan in 1958. After managing several Kresge stores, he was appointed to his first K mart in Dallas, Texas. In 1968, he was promoted to manager of 4075.

## Anniversaries


John J. Pagan, K mart 4154, North Aurora, IL, 40 Years  
Jean E. Cummings, KIH, Troy, MI 35 Years  
Grace Simpson, Kresge 405, Grosse Pointe, MI, 35 Years  
Jeanne Delorenzo, Kresge 16, Dearborn, MI, 35 Years  
Mary Delorenzo, Kresge 16, Dearborn, MI, 35 Years  
Norma M. Holland, K mart 3226, Vienna, WV, 35 Years  
Lucille E. Trotter, K mart 4190, Dayton, OH, 35 Years  
Cecelia M. Brown, Kresge 172, Washington, D.C., 35 Years  
Garland E. Lawery, K mart 7103, Bluefield, WV, 35 Years  
Margaret L. Chapman, K mart 4046, Flint, MI, 35 Years  
Arthur Tito, K mart 3170, Zanesville, OH, 30 Years  
Gloria I. Flury, KIH, Troy, MI, 30 Years  
Cecelia J. Kaloska, Kresge 1, Detroit, MI, 30 Years  
Mildred M. Kresomuth, K mart 7546, Reno, PA, 30 Years  
Evelyn M. Knochovich, K mart 3181, Wilkes, NC, 30 Years  
Robert M. Masade, KIH, Troy, MI, 30 Years  
Edwin A. Perry, Kresge 423, Livonia, MI, 30 Years  
Violet S. Grove, K mart 3088, Kenosha, WI, 30 Years  
Catherine A. Pasternak, EKO, East Brunswick, NJ, 30 Years  
Thomas B. Zimbalist, KIH, Troy, MI, 30 Years  
Marjorie J. Porter, K mart 3092, St. Petersburg, FL, 25 Years  
Christine J. Halsenleder, KIH, Troy, MI, 25 Years  
Mamie O. Challis, K mart 3111, Englewood, OH, 25 Years  
Betty L. Schuh, K mart 3594, Chicago, IL, 25 Years  
James S. McGurk, CRO, Plymouth, MI, 25 Years  
Leonard M. Payne, Kresge 2, Port Huron, MI, closed 25 Years  
Ernest P. Swisher, KIH, Troy, MI, 25 Years  
James R. McKee, K mart 4179, Dayton, OH, 25 Years  
Roger T. Atkinson, K mart 7031, Menominee, MI, 25 Years


 Harold C. House  
KIH  
Troy, MI  
45 Years

 Jean R. Johns  
K mart 3177  
West Lafayette, IN  
30 Years

 Bryan J. Caster  
K mart 4168  
Oregon, OH  
40 Years

 Marlon C. Roman  
K mart 4382  
Lansing, MI  
30 Years

 Silvanus J. Egler  
K mart 3228  
Phoenix, AZ  
35 Years

 Ronald G. Burdick  
K mart 4486  
Milwaukee, WI  
25 Years

 John H. Boltz  
K mart 4273  
Salt Lake City, UT  
30 Years

 Richard M. Sprinkle  
KIH  
Troy, MI  
25 Years

 Elsie Leona Demberly  
K mart 3177  
West Lafayette, IN  
30 Years

 Evelyn A. Vandusen  
K mart 9266  
Sault Ste. Marie, MI  
25 Years

## Customer Pleasers



"Thank You For Shopping Our Washington K mart" is the way Brenda Farley and Joyce Henderson will thank you for shopping K mart 7395, Washington, Illinois. Brenda and Joyce are customer pleasers because they do such a wonderful job at the service desk. At K mart 7395, the employees want to show their customers just how happy they are to have them shopping in their store. "We always say, 'our Washington K mart' because Washington is home for many of our shoppers and we want them to feel at home in our store," says Ellen Kay Wenger, store reporter.

## Customer Care

### Friendly Service

On Monday, August 15, 1983, I visited your newest K mart in Paducah, Kentucky and was extremely impressed with a store employee.

I called to inquire as to the identity of this exceptional young lady. I talked to Mr. Levi, assistant manager, and once again I encountered a pleasant telephone voice, a willingness to help, and efficiency.

The name of the salesperson is Ms. Cheryl Allen. In my opinion she is the most near perfect example of what an employee should be. Ms. Allen was well-groomed, pleasant, and very knowledgeable about store policy and merchandise. She gave personal attention, which is so often missing in our computerized world of today.

With employees such as Mr. Levi and Ms. Allen, K mart can be proud not only of quality merchandise but the quality of producing an atmosphere that will make people want to return.

**Thanks to Ms. Cheryl Allen and Mr. Levi, K mart 7593, Paducah, Kentucky**

*I want to let you know what wonderful people you have working at your Flat Rock store.*

*Larry McCray, who is the manager of the automotive area, on his way to work, tried to save my daughter's life. He even went in the ambulance to Seaway Hospital, but she died in his arms.*

*With wonderful people like that working at your store, this is why I shop at K mart.*

**Thanks to Mr. Larry McCray, K mart 7272, Flat Rock, Michigan**

On August 13, 1983, I went into a K mart in Memphis to purchase a room divider. I had looked at the item previously, but they were sold out on the 13th. I then went to another K mart and found the merchandise I needed. When I arrived home and began to unpack the box, I found that one end of the unit was damaged beyond hope. Since I live five minutes from the first store I visited I called them to ask if I could return the damaged item to them for a refund. I live about 20 minutes from the other store and had already spent two hours in purchasing this item and at 7:00 p.m. I would really have appreciated a little understanding. I spoke with the Assistant on duty who really could have cared less as to whether I was a satisfied customer.

I am sure this all seems rather negative but there is a silver lining to this cloud. After talking to the first store and getting no help, I called the K mart at 6480 Winchester Road. I was lucky enough to be connected with a young man in home furnishings named Charles Hoaglin. The only way to compare him to the assistant at the Getwell store is like comparing day to night. He was the most courteous salesman I have ever had the pleasure of dealing with. He asked me to come to the store and he would try to help me. When I got there he showed me what he had in stock but there was not a unit like the one I needed. He then tried calling two other K marts. While he was waiting to hear from the other stores, he went into the warehouse and kept looking until he found what I needed. I could have kissed him. Upon checking, for some reason there was a difference in price in the amount of \$11.44 between the two dividers. Mr. Hoaglin went to his supervisor, explained the situation and then exchanged the two items at no additional cost to me.

I want you to know what a valuable employee Mr. Hoaglin is. He is courteous, helpful, con-

scientious, and sincere in his willingness to help his customers. I work in retail myself and know how hard it can sometimes be working with customers. Mr. Hoaglin certainly has the patience and attitude to handle any customer.

Even though I had a bad experience at another store, Mr. Hoaglin more than made-up for it. I may have to drive a little further but from now on I will shop the Winchester store. Employees like Mr. Hoaglin will bring customers in as regular shoppers.

Thank you for taking the time to read this rather lengthy letter, but I wanted you to know how much I appreciate your employee for being so nice to me. I feel Mr. Hoaglin deserves a pat on the back from you, and my sincere praise and thanks.

**Thanks to Mr. Charles Hoaglin, K mart 7537, Memphis, Tennessee**

On May 7, 1983, while shopping in your store I was taken ill and required prompt medical attention.

I wish to commend two of your employees for their most appreciated and excellent care.

Mr. Kermit Carter, Pharmacist, and Mrs. Mary Showers, Personnel Manager, along with several shoppers were to thank for my care until the ambulance arrived.

Mr. Carter has always been efficient and helpful, always giving the appearance that it is his pleasure to help the customer rather than his job. He has asked about me since the incident showing that he truly cares about the people he serves.

Mrs. Showers acted in an efficient and helpful manner. Her calm and professional attitude certainly helped me keep an embarrassing moment at the level which it belonged. She too has inquired about me.

I realize that this is late in getting to you, but due to my health I have not felt like attending to many matters.

I would appreciate it if you would see that a copy of this letter is placed in the employee files so it could bear on future evaluations.

It has always been a pleasure shopping at your store, but employees like

Mrs. Showers and Mr. Carter only add to it.

Again thank you for your service to the public by way of excellent employees. **Thanks to Mr. Kermit Carter and Mrs. Mary Showers, K mart 3131, Frederick, Maryland**

On Friday, July 29th, I had occasion to visit your K mart store at 14091 S. W. 88th Street.

Now you ask, why would someone....no, make that anyone....travel 14 to 16 miles farther to patronize one K mart over another one that is much closer?

I'm more than happy to tell you why! Your extremely polite, helpful and cheerful personnel....namely: Phil Buttrill (appliances), Stephanie Blackwell (cameras), and two young women who handle the front desk, Shawn Nolan especially, and another named Linda Cole.

I was there merely to exchange one television (that I had purchased elsewhere) for a more expensive set. Imagine my surprise and pleasure at being shown several sets, given instructions, length of warranty, K mart's responsibility, etc., all of this with a smile and an offer to help in any way they could. These young people were really great and gave me their undivided attention.

Of course, most of us who have been in business realize most of this training in efficiency, public relations and a cheerful, helpful manner starts at the top and trickles down. I am happy to say that was exactly the case in point with your Kendall Lakes store manager, Mr. Jack Tyler. My husband and I found him extremely helpful, pleasant and on-the-ball!

The good news is we will continue shopping with Mr. Tyler and his "Fantastic Four". They should all be commended highly for their courtesy in a day when these qualities have sorely "gone-by-the-board".

**Thanks to Mr. Jack Tyler, Mr. Phil Buttrill, Ms. Stephanie Blackwell, Ms. Shawn Nolan and Ms. Linda Cole K mart 3074, Miami, Florida**